

# Social Media Audience & Engagement Analysis

A Data-Driven Approach to Understanding Our Fans



# Project Overview

This project leverages the power of SQL to dissect our social media audience data, providing actionable insights for business stakeholders. We'll explore key demographic information, engagement patterns, and untapped revenue potential within our fan base.

Our goal is to move beyond surface-level metrics and deliver a deep, data-backed understanding of who our fans are, where they're located, how they interact with our content, and how we can best monetize this valuable audience.



# Our Data Foundation

Comprehensive Data Sources for Deep Insights

## Audience Demographics

- Fans per Country
- Fans per City
- Fans per Age & Gender
- Fans per Language

## Engagement Metrics

- Page Reach & Likes
- Post Engagement Data

## Market Potential

- Country Population Data
- Income Data





# Key Insights & Discoveries

Uncovering the Core of Our Social Media Audience

## Key Questions Answered

- Global fan distribution (countries, cities)?
- Dominant fan languages?
- Primary age and gender segments?
- Peak fan engagement times?
- Revenue potential of US English-speaking fans?

## Key Findings

- Fans from **45 countries & 46 major cities**
- **41 different languages** spoken
- **1,347,752 English-speaking fans** (5.08% of total)
- Estimated annual buying power of US English fans: **\$5.46M**
- Highest engagement day: **Saturday (19.73%)**
- Lowest engagement day: **Thursday (6.32%)**
- Engagement peaks: Early morning (5:00–8:59 AM)



# Optimizing Engagement

Maximizing Reach Through Strategic Timing

## Saturday Surge

With **19.73%** of total engagement, Saturday stands out as our most active day. This presents a prime opportunity to launch key campaigns and high-value content.

## Early Bird Advantage

Engagement consistently peaks between **5:00 AM and 8:59 AM**. Scheduling important posts during these early morning hours can significantly increase visibility and interaction.

## Thursday Downtime

Conversely, Thursday sees the lowest engagement at just **6.32%**. This insight helps us avoid wasting prime content on less receptive days.

# Unlocking Revenue Potential

Focusing on Our Most Valuable Audience Segment



## Annual Buying Power

This represents the estimated annual buying power of our English-speaking fan base in the United States.

## English-Speaking US Fans

A significant segment, comprising 5.08% of our total fan base, offers the strongest monetization opportunities.

While our audience is globally diverse, the data clearly points to English-speaking fans in the United States as a primary target for direct monetization strategies. Their collective buying power makes them an invaluable asset.



# Actionable Recommendations

Strategies for Growth and Monetization



## Target US English Fans

Develop tailored campaigns and product offerings specifically for our English-speaking audience in the United States to capitalize on their high buying power.



## Optimize Posting Schedule

Prioritize important content for Saturday mornings (5:00-8:59 AM) to leverage peak engagement times and maximize content visibility.



## Expand in Key Cities

Invest in targeted marketing efforts in large cities with currently low fan numbers to unlock new growth opportunities and expand our reach.



## Replicate Success

Analyze high-performing months and campaigns to identify successful strategies and apply them as templates for future content planning.



# Conclusion: Data-Driven Success

By understanding our audience through meticulous SQL analysis, we can make smarter, more impactful decisions.

## Audience Clarity

We now have a precise understanding of who our fans are, where they reside, and what languages they speak.

## Engagement Mastery

Identifying optimal days and times for posting ensures our content reaches its widest and most receptive audience.

## Monetization Focus

Clear identification of high-value segments empowers us to develop targeted revenue generation strategies.

This project provides the foundation for strategic growth, ensuring every social media effort is backed by solid data and aimed at maximizing our reach and financial impact.